

Workplace Smoking Cessation: Action, Solution & Results



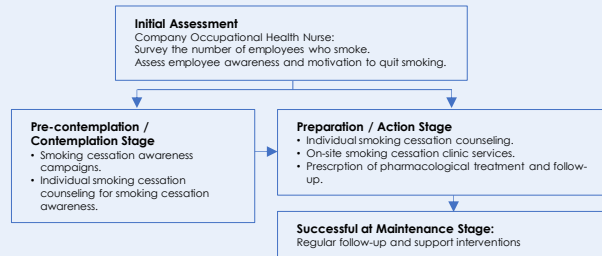
The Challenge

- Smoking, long work hours and stress increase risk of Cardiovascular Disease (CVD)
- Long working hours and distance impede clinic access for company employees
- Diverse cultural backgrounds require different communication strategies to overcome reluctance to change



The Action / Solution

Step-by-step Interventions (TTM Model) Company Smoking Cessation Service Workflow



Expansion & Collaboration

Partnering with world-class firms including **Micron** and **HIWIN**, as well as SMEs, to build smoke-free workplace environments.

Tailored Communication

Outreach methods adjusted to suit the cultural background of specific groups, such as construction workers, to improve engagement and overcome demographic-specific resistance to change.

Mobile Cessation Clinics

Professional, free-of-charge cessation clinics established directly within the company premises, eliminating the need for employees to travel or take time off to seek help.



The Results : Micron

242%

Participation
Growth

On-site program participation surged by 242%, revealing enormous demand for workplace-delivered cessation services.

78%

Treatment
Completion

The 78% completion rate shows that removing barriers and working with company nurses to offer ongoing support really works.

59%

Cessation
Success Rate

A 59% cessation success rate **exceeds the average for general clinics.**

The "mobile cessation clinic" effectively removes barriers, provides a continuous support system, and achieves cessation success rates that surpass conventional clinical benchmarks, making it a replicable and scalable solution for diverse industries.